



15 June 2021

## **Health House International expands Zelira Therapeutics Ltd distribution agreement to include CBD Toothpaste**

- **Exclusive Distribution Agreement signed with Zelira Therapeutics Ltd.**
- **Agreement expands Health House's product portfolio within Europe.**
- **Exclusive agreement to provide Zelira CBD Toothpaste products for five years.**

Health House International Limited (ASX:HHI) (Health House or the Company) is pleased to announce it has signed a 5 year exclusive distribution agreement (**Distribution Agreement**) with **Zelira Therapeutics Ltd (ASX:ZLD) (Zelira)** in the United Kingdom (UK) subject to certain performance criteria.

The Distribution Agreement will further expand Health House's product portfolio for cannabis products within the United Kingdom, adding the Zelira CBD toothpaste brand manufactured by Springene in the United States of America, which represents a unique product offering in Oral Healthcare.

The Distribution Agreement expands Health House's current portfolio of Zelira's products which includes the non-exclusive rights to distribute Zenivol™ and the HOPE™ range of products throughout Australasia (including Australia, New Zealand and Asia) and the UK.

**Health House Chief Operating Officer – UK & Europe, Tony Samios said** *"The Zelira CBD toothpaste brand manufactured by Springene in the US, represents a unique product offering in Oral Healthcare which adds to Health House's existing range of cannabis products. It is made up of patented formulation of zinc, black seed oil and CBD which are thought to fight conditions like gingivitis and reduce gum inflammation and to which the addition of CBD could make this even more effective. We are pleased to be able to bring this product into the UK market and distribute it to our range of clients.*

**Zelira Therapeutics Chief Executive Officer, Oludare Odumosu, adds:** *"Zelira took a very strategic position in the cannabinoid-based consumer product segment with the successful launch of our first SpringeneCBD oral care toothpaste product in the US. Health House International has established distribution networks in emerging markets such as the UK, and will be a key channel as we continue to grow our global distribution footprint. Through distribution partners like Health House International, Zelira is able to reach larger market segments and accelerate the delivery of quality CBD oral care products globally."*

## DISCLOSURES:

- The commencement date of the Distribution Agreement is 14 June 2021
- The Company cannot, at this stage, fully quantify the impact of the contract will have on the price of its securities.
- To retain exclusivity, Health House is required to cumulatively purchase USD\$250,000 of Zelira's CBD Toothpaste in the first 6 months of the Distribution Agreement and cumulatively USD\$500,000 of Zelira's CBD Toothpaste in the first 12 months of the Distribution Agreement.
- As is usual in agreements, the Agreement is terminable mutually or when one party fails to perform by either party giving 180 days written notice.

This announcement has been approved and authorised for release by the board of Health House International Limited.

**David Wheeler**  
**Executive Chairman**

### **About Health House ([www.healthhouse.com.au](http://www.healthhouse.com.au))**

Health House International is an international pharmaceutical distributor specialising in, but not limited to, the distribution of medicinal cannabis products across Australasia, United Kingdom and Europe.

The Company is a fully licenced and regulated specialised importer, exporter, consolidator and distributor of medicinal currently distributing 11+ medicinal cannabis products to pharmacies, prescribers, specialist medicinal cannabis clinics and researchers across Australasia. With its Wholesale Dealers and Controlled Drugs licences the Company supplies pharmacies, hospital, government departments, veterinarians and other wholesalers with medicinal cannabis and general pharmaceutical products in the UK and Europe.

### **About Zelira Therapeutics ([www.zeliratx.com](http://www.zeliratx.com))**

Zelira Therapeutics Ltd is a leading global therapeutic medical cannabis company with access to the world's largest and fastest growing cannabis markets. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development that are positioned to enter global markets. The Company is focused on developing branded cannabinoid-based medicines for the treatment of a variety of medical conditions in its Rx business, including insomnia, autism and chronic non-cancer pain.

The Company has two proprietary formulations under the HOPE™ brand that are generating revenues in Australia, Pennsylvania and have been licensed in Louisiana and Washington D.C. with other states in the US expected to follow. Zelira is also generating revenue in Australia from its proprietary and patented Zenivol™ - a leading cannabinoid-based medicine for treatment of chronic insomnia. Zenivol™ has successfully completed the world's first Phase 1b clinical trial for chronic insomnia where it was found to be a safe and effective treatment. In 2020, Zelira partnered with SprinJene® Natural to develop and commercialise natural and organic oral care products under the SprinjeneCBD brand, as part of Zelira's OTC business. The SprinjeneCBD toothpaste product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids and based on the propriety and patented technology of Blackseed oil and Zinc.

The Company conducts its work in partnership with world-leading researchers and organizations including Curtin University in Perth, Western Australia; the Telethon Kids Institute in Perth; the University of Western Australia, in Perth; St. Vincent's Hospital in Melbourne, Australia; and the Children's Hospital of Philadelphia (CHOP) in the United States.

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